

Reply to Office Action

Appl. No.: 09/751,121 Art Unit: 3624

## **CONCLUSION**

Again, without a redundant inclusion of the text of this applicant's many detailed explanations in the original submittal as well as in this and the numerous comprehensive prior Reply submittals to the respective Office Actions relative to the United States Patent and Trademark Office referenced prior art Chou, (US 6,035,289), Barni (US 6,064,981), Meltzer (US 6,125,391) and Wied (US 2005/0209913 A1) both individually and/or in combination presently considered pertinent to this applicant's disclosures, which fully support that my patent application subject-matter does, in fact, comprise inventive steps, are by reference to be included and therefore considered to be part of this Reply.

Also, restating the Conclusions of my March 13, 2007 and July 14, 2007 Replies to the Office Actions mailed on December 13, 2006 and June 14, 2007 respectively, my method and system provides for a Grand Master Bulleting Board approach for freight management as never before which includes Master Bulletin Boards and Bulletin Boards both public and private allowing shippers and carriers which are buyers and sellers to address, compare individual and alternatives, coordinate, and analyze a myriad of critical interrelated aspects of the freight management environment all via one method and system.

NOTE: With the unique flexibility of the Grand Master Bulletin Board method and system "transportation tool" a shipper (buyer) is allowed to review each of the results of multiple scenarios before making a final determination and/or bid selection as to the best approach, understanding that all participants can be required to meet specific qualifications to participate. This total integration of supply chain steps within one environment is literally the "Holy Grail" for optimal freight management. Also, using only portions of the possible features of the

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method and system for any particular situation does not invalidate the overall invention by requiring only one group of parameters or classifications be they in combination or separately. Public or private, loads, equipment, warehousing, products (goods or services), etc. are all integral parts of freight management.

As stated here and aforementioned in prior Replies, one does not have to incorporate all aspects available via the method and system on every occasion to maintain patentability of the method and system. Additionally, as also shown in numerous prior Replies, I have completely addressed and feel that I have conclusively discounted ALL of the referenced prior art considered pertinent by the United States Patent and Trademark Office to my disclosures, thereby fully supporting that my patent application subject-matter does, in fact, comprise inventive steps, and therefore, I earnestly solicit a Notice of Allowance for Claims 32 – 68 for my Method and System for E-Commerce Freight Management. Consideration by the United States Patent and Trademark Office of my application is respectfully requested.

Respectfully submitted,

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